

DANTE MASSEY

412.645.1913 | dmass2320@gmail.com

Professional Summary

Marketing and design professional with 10+ years of experience building and modernizing brands. Proven track record of driving digital engagement, boosting revenue, and creating high-impact visual identities. Adept at managing projects from concept through execution, collaborating cross-functionally, and delivering data-informed marketing strategies. Skilled in Adobe Creative Suite, content creation, SEO, brand development, and multi-platform marketing. **Portfolio available at:** dantemassey.com

Work Experience

Creative Manager

Navis Clinical Laboratories — February 2022 to September 2024

- Developed and executed a full company rebrand, including logo, color palette, typography, and visual standards
- Designed brochures, sell sheets, trade show displays, and digital presentations for sales teams
- Produced marketing and promotional videos from scripting to post-production
- Launched a redesigned website optimized for SEO, UX, and lead generation
- Managed content calendars for social media (LinkedIn, Facebook, Instagram), increasing brand engagement
- Coordinated with external print vendors and media partners for campaign execution
- Delivered comprehensive analytics reports and adjusted strategy based on performance metrics

Key Achievements:

- Increased LinkedIn followers by 325 within 12 months
- Boosted web traffic by 50% through optimized content and metadata
- Created 20 YouTube videos with consistent monthly views averaging 3,000

Marketing Manager

Desh and Co. — June 2017 to February 2022

- Created the company's entire brand identity, including style guide, product packaging, and email templates
- Managed day-to-day content creation across social, web, and email
- Directed branded photo and video shoots, including editing and publishing
- Led seasonal marketing campaigns tied to new product launches and workshops

Key Achievements:

- Increased brand revenue by \$50,000 in the first year
- Grew Instagram following to 12,600 organically
- Added \$6,300 in additional revenue by offering branded photo services to workshop attendees



Communications Coordinator

Anchorpoint Counseling Ministry — November 2018 to July 2020

- Spearheaded a complete organizational rebrand, including new visual identity, messaging, and storytelling approach
- Created brochures, newsletters, and donor materials aligned with new brand standards
- Worked with clinical staff to develop educational blog content around mental health
- Led digital content strategy for annual fundraising campaigns and seasonal outreach
- Developed and executed email marketing campaigns targeting donors, partners, and community members

Key Achievements:

- Produced a virtual fundraising campaign during COVID-19 that raised over \$25,000
- Increased monthly client intakes by improving website content and visibility
- Rebuilt donor engagement materials, leading to improved sponsorship retention year-over-year

Graphic Designer

Freelance/Self Employed — August 2014 to June 2017

- Designed brand identities, websites, and marketing collateral for clients in retail, wellness, education, and nonprofit sectors
- Delivered full branding packages, including logo design, business cards, signage, and social media kits
- Created graphics for Facebook, Instagram, Google Ads, and print advertisements
- Built and customized client websites using WordPress and Squarespace
- Consulted with clients to translate their vision into cohesive, professional visuals
- Managed multiple projects simultaneously, meeting all deadlines and staying under budget

Key Achievements:

- Built branding and digital presence for over 25 businesses
- Received repeat business from 80% of freelance clients due to strong results and communication

Skills

Adobe Creative Suite · Google Analytics · SEO · Brand Development · Email Marketing (Mailchimp, Constant Contact) · Campaign Management · Social Media Strategy · Photography & Video Production · Copywriting · Event Marketing · Web Design (WordPress, Squarespace)

Education

Bachelor of Arts in Communications

Pennsylvania State University — 2014

Awards

Keystone Press Award – Graphic Illustration (2015)

Keystone Press Award – Graphic Illustration (2014)

